

SPRING 2025

ADV 4800 SECTION 08D8, CLASS 10134

MON. 1:55P-4:55P — WEIM 3020

ADVERTISING CAMPAIGNS

DR. LISSY CALIENES

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OFFICE HOURS: TUES 1:45-3:00P (IN PERSON) & WED 10:30-11:30A (ON ZOOM)

NOTE: ADDITIONAL MEETING TIMES CAN BE SCHEDULED UPON REQUEST

COURSE COMMUNICATION

Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 24 hours of you sending it. If you email me, please use the subject line "ADV4800" with any questions about assignments, and class content. Please include as much information as possible in your email so I can provide you with an accurate response.

COURSE DESCRIPTION

You've made it! Welcome to Advertising Campaigns, the capstone course of the Department of Advertising. If you've wanted to throw yourself into the excitement and challenge of "real-world" advertising, you're here! What is 'Campaigns'? Our department thinks of campaigns as the culmination of your advertising apprenticeship. You've been trained in the art and science of research, strategy, copy, art, media, sales, etc. Each of these courses was designed to instill essential skills and knowledge of the business of advertising. However, your training has necessarily been compartmentalized. Each class only required examining advertising problems from a small, isolated, one-class perspective. And your problems in these classes were purely hypothetical most times. Your research or strategy class may have assigned real brands, but you often had no real contact with the companies involved, except perhaps to solicit information. Your mistakes were of relevance only to yourself. This class differs from all others in our department in at least two key respects: first, our client is real and is expecting results. The client fully expects to use your agency's work in a future advertising campaign. Second, you can no longer take a compartmentalized view of an advertising problem, and you will have to bring multiple perspectives together to formulate a winning campaign. You'll draw on all that you've learned and more.

In campaigns you function as a member of a polished, professional agency. You'll do it all, starting with a formal personal and agency mission statement, progressing to research and strategy development, creative and media development, evaluation, followed by the development of a plans book, and concluding with a formal presentation and Q&A session with your client. This isn't an easy class – it's time-consuming, tense, and demanding of your total input - but it's a wonderful class! It's real world, and that's what makes it so much fun! You'll be required to put what you know to work.

PREREQUISITES

Class Standing/Level: Advertising Senior - If you are not a senior, please inform the instructor.

COURSE OBJECTIVES

This course will integrate everything you have been learning about the development of advertising campaigns. You will develop an integrated marketing communications campaign for a real client. After completing this course, you will be able to:

- Gather and analyze secondary and primary data that provide information pertinent to our client's communication problem
- Analyze our client's advertising/marketing problems and opportunities based on a thorough situation analysis
- Develop and implement primary research that informs questions unanswered in the situation analysis
- Set realistic advertising and social media objectives
- Develop a sound, targeted and exciting communications strategy
- Develop creative executions aligned to the communications strategy and advertising objectives
- Make media planning and buying recommendations
- Make realistic budget and timing recommendations
- Sharpen the skills necessary to be an advertising professional. To do this, you will learn how to:
 - Work collaboratively as part of a team
 - Gain experience presenting to a real client
 - Develop a campaign book that will showcase your work to future employers

REQUIRED MATERIALS & SUPPLY FEES

Please bring your laptop to the class. Some activities will require you to research online.

There are no supply fees for this course. However, there might be costs associated with running focus groups, interviews, surveys, printing of materials, printing of at least two full-color spiral-bound copies of the final plans book, voice-overs, props for photoshoots, etc.

TEXTBOOK & RESOURCES

No book required.

EVALUATION / GRADING

Individual Assignments & Peer Evaluations	25%
Forming an Agency	5%
Situation Analysis	20%
IMC Strategy, Creative & Media Plan	20%
Agency Group Project Campaign Book	15%
Client Presentation	15%
TOTAL	100%

Percent	Grade
95.0 - 100.0	A
90.0 - 94.9	A-
87.0 - 89.9	B+
83.0 - 86.9	B
80.0 - 82.9	B-
77.0 - 79.9	C+
73.0 - 76.9	C
70.0 - 72.9	C-
67.0 - 69.9	D+
63.0 - 66.9	D
60.0 - 62.9	D-
0 - 59.9	E

CLASS FORMAT

The course will be divided between in-class discussions, presentations of work completed to date, in-class work time, and meetings with the professor.

INDEPENDENT WORK

Students should expect to complete the majority of their campaign outside of class hours. Much of class time will be dedicated to making presentations, answering questions, and providing feedback on projects. Students should be prepared with questions and work that can be evaluated before the beginning of each class session.

GROUP WORK

The class was not designed to allow absolute specialization in one department. This is a total team effort. You can expect to work on several aspects of the campaign throughout the semester. The expectations for group work in this class are as follows:

- Assume you are in a professional agency, where showing up for work and then doing your share of the work are NOT optional.
- Since this is a group/class project, all the group/class members will probably obtain the same grade for the plan and presentation. However, after assessing "peer evaluation," member(s) who received low evaluation scores will earn lower scores than other members.
- If your group member is not performing up to group standards, he/she must be given a written warning that they are in danger of being "fired" from your group. Written warnings must state exactly how the team member has failed to live up to the expectations of the other team members.
- Groups are required to give me a copy of any written warning and to make an appointment, including all members, with me within one week of submitting the letter to discuss possible solutions.
- If you are fired, you will form a one-person agency by yourself and complete all the requirements for this campaign.

PEER EVALUATION

For the success of group activities, each group member's dedication and meaningful contribution are critical for success. Peer evaluations are confidential written reports of your contributions and the contributions of each member of the team project.

- Peer evaluations will be assessed at the completion of each of the group activities. Your peer evaluation grade will be decided based on your group members' evaluations of your contribution to various group projects and activities, such as your attendance at meetings, preparation for and participation in those meetings, completing the assignments given by your group, etc.
- A peer evaluation form will be posted on Canvas. Using the form, evaluate your group members' contribution objectively for each group activity and submit the completed form on Canvas before class on your specified due date. Evaluations will be based on the following criteria:
 - Contribution/Involvement
 - Quality of Work
 - Comments (mandatory for each person)
- Peer evaluation is not optional. Failure to turn in the completed form on your specified due date or late submission will result in receiving a zero for this portion of your grade.

ATTENDANCE

This class meets only once per week, so attendance is REQUIRED. You are expected to come to every class. If you miss a class without providing a valid excuse in writing, your class participation grade will be *lowered*. Please keep in mind that you might not pass this class if you are consistently absent. I will consider excusing

a student in an extreme case, which is at my discretion. For excused absences, make-ups, and additional clarification of UF's attendance policy, please see:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Please note that UF requires students to notify the instructor before the absence for religious absences.

Late Policy

I know we all are late from time to time, but you will be expected to be on time for your job (this class). If you come to class more than 10 minutes late, I reserve the right to count this as an absence.

COURSE EVALUATION

"Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course, evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>."

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

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UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

UF PLAGIARISM POLICY

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.

- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

SOFTWARE USE

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

CLASS RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code."

STUDENT PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

CAMPUS HELPING RESOURCES

Health and Wellness

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

On-Line Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

Students Complaints

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

We are committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address academic needs, we must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course. Students requesting classroom accommodation must first register with the Dean of Students Office (Disability Resource Center – 352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor or teaching assistant when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

OTHER IMPORTANT NOTES

- The instructor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class. The students will be informed of these changes in a timely manner.
- If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor or teaching assistant about any concerns or comments you might have about this class. I will be happy to meet with you.
- Teamwork and collaboration is an important part of working in advertising. You will be expected to treat your teammates fairly and with respect. In addition, make sure that you understand and respect any scheduling limitations that your teammates may have outside of school obligations when arranging meetings and planning working sessions.

TENTATIVE SCHEDULE

(subject to change if needed)

<u>WEEK</u>	<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
WK 1	Jan 13	Course Intro, Client Briefing	Class Survey, Indiv. Statement, Team/Agency Formation 1-1 meeting with Dr. Calienes
WK 2	Jan 20	<i>Holiday</i>	Benchmarking
WK 3	Jan 27	Situational Analysis	Agency/Team Statement
WK 4	Feb 3	Research & Insights	Secondary Research
WK 5	Feb 10	Research & Insights	Primary Research Plan
WK 6	Feb 17	Research & Insights	Situation Analysis
WK 7	Feb 24	Research & Insights	Media Analysis
WK 8	Mar 3	Strategy & Creative Brief	IMC Exploration & Design Approach
WK 9	Mar 10	Strategy & Creative Brief	CCI, Concepts, Design Approach
WK 10	Mar 17	<i><u>No Class Meeting – Spring Break</u></i>	
WK 11	Mar 24	Strategy & Creative Brief	IMC initial ideas
WK 12	Mar 31	IMC Campaign Plan	IMC Final Plan & Budget
WK 13	Apr 7	Campaign Book	Campaign Book 1 st Draft
WK 14	Apr 14	Client Presentation <i>Dress Rehearsal</i>	Campaign Book Final Submission
WK 15	Apr 21	Final Client Presentations	